



North Coast Co-op
Member Action Committee (MAC) Minutes
March 9, 2016 –Co-op Community Kitchen, Arcata

MAC Members present:

Mary Ella Anderson, Melanie Bettenhausen (Marketing & Membership Director & MAC staff liaison), Bo Boyanov, Christine Brockway (Employee), Colin Fiske, Brenda Harper, Roger, Bill and Kay Schaser, Ron Sharp (Employee), Cheri Strong (Board & Employee), and Bella Waters (Membership Coordinator & Notetaker).

At 6:00pm Mary Ella Anderson welcomed everyone, introductions were made and reviewed the consensus process.

Member Comments:

Bill. Seeking support from the Co-op in revoking the law banning raw milk sales in Humboldt County. Co-op supported in 2011, but too much opposition from dairy industry then. Committee can make a recommendation to the Board, but also suggested Bill attend the next board meeting and bring reference materials to support the request. **Consensus reached to recommend that the Board of Directors support repealing the law that bans the selling of raw milk in Humboldt County.** The County Board of Supervisors makes the final decision. ENF is already on board with the support.

Review. **Consensus reached on approval of the minutes from February meeting.** Senior discount discussion added to Agenda prior to Member Involvement discussion.

Senior Discount. Ron reviewed the financial document he provided to the committee. Discussion included:

- If senior discount raised to 10%, member discount would also need to be raised to 10% and that could result in member discounts being 59% of projected profit and senior discounts being 22% of projected profit.
- Risky, considering numerous unknowns this year: deli remodel, new CFO, union negotiations, ENF.
- Ron will check on ability to stack member discount with senior discount once a month and report back to MAC. Committee also requested seeing if sales were lost when the discount was decreased.
- Educational opportunities: share information with the seniors as to how much the discount costs the co-op, how much is given out in savings a year, other membership benefits (patronage refund), good wages for employees, comparison chart between Co-op and competitors.
- Stacking discount may encourage more seniors to join co-op.
- Proposed Co-op Access Program has ability to help the people who need it without focusing on one demographic (seniors, students, young families, etc.)
- Roger will work on letter and information sheet that can be handed out during senior day. Ron can include information in his June article. Discussed designated area in stores or Co-op News for how much the co-op has given back – senior and member discounts, sponsorships, donations, etc.

Member Outreach/Involvement. Discussion included:

- Colin summarized the volunteer program proposal. Ron noted that the Co-op would need to look into liability insurance and workman comp issue. Human Resources would meet with Union to discuss as HR is legal representative for Co-op. Colin would like to discuss the possibility with Union reps before reaching the negotiation stage so the Union understands the goals of the program.
- Melanie suggested focusing on non-store opportunities and referred to Sacramento's Co-op Ambassador program. Staff would need to know what materials could be part of the mobile package (table, chairs, applications, waiver, signs, etc.)
- **Consensus reached that all will review Sacramento's Co-op Ambassador program prior to April meeting.**

2015 Annual Membership Meeting Notes and 2016 Annual Membership Meeting. Discussion included:

- Common themes from the notes: packaging, engaging with community in various ways, purchasing policies, waste reduction, GMOs, climate change. Bo noted a lot of themes resonate with what the Sustainability Committee was working on and suggests that committee should continue.

- Co-op members aren't aware of what the co-op is currently doing. Melanie suggested a presentation at the next membership meeting on what's being done and then look at what is left to do and if those fall into any of the strategic plan goals.
- Roger would like to see the Sustainability committee be an action committee with follow-through abilities. Colin noted that the Sustainability Committee is on the Board's retreat agenda. If that committee could create a presentation based on what the co-op is doing, then give members cards with list of possible future actions so members can prioritize what they'd like the co-op to focus on. Have that be a participatory portion of the meeting.
- Other committees have certain activities they'd like to have at the meeting. No confirmation if meeting will be a board meeting. Meeting theme could be celebration of successes. Staff will work on a venue and topic will be a standing agenda item.

Next Agenda. Reviewed potential agenda items and prioritized as follows:

1. 2016 Annual membership meeting
2. Ambassador program
3. Stacking senior discount
4. CAP

Roles & Responsibilities: **Consensus reached that Christine Brockway (or Cheri Strong as backup) will be facilitator for April meeting and Roger will be reporter for April board meeting.**

Check In. Melanie intentionally did not chart for this meeting. Colin noted that the charting is helpful to wrap up discussions and have everyone on the same page. Facilitators can include a conclusion of the discussion prior to moving onto the next agenda item. Bo asked how 2015 Annual Membership Meeting discussion notes are going to be handled. Committee discussed the previous conversation on that and **consensus reached to recommend that the Board refer to the Sustainability Committee the task of summarizing the 2015 Annual Membership Meeting open space discussion forum notes for presentation and prioritization by attending co-op members at the 2016 Annual Membership Meeting.**

Next meeting: Wednesday, April 13 from 6-8pm at the Co-op Community Kitchen, Eureka

Consensus reached to adjourn the meeting at 7:56 pm

Minutes by Bella Waters

Recommendations for Board:

1. Recommend that the Board of Directors support repealing the law that bans the selling of raw milk in Humboldt County.
2. Recommend that the Board refer to the Sustainability Committee the task of summarizing the 2015 Annual Membership Meeting open space discussion forum notes for presentation and prioritization by attending co-op members at the 2016 Annual Membership Meeting.